Callum R Finlayson

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15 years of experience in consultancy, product and technical project management with fast-growing SMEs and technology firms. Main strengths – ICT strategy, product management, UX, governance, analytics, customer research, and CxO advisory. Mostly in IT, telecoms and new media, also professional services, biotech, manufacturing and fashion.

CAREER

CONSULTANT   **BRAINSTORM MOBILE SOLUTIONS**   **SEP 2013 – PRESENT**

Product consultant at a small mobile/digital multi-channel marketing firm, providing software, services, and consultancy to a range of enterprises, from high street retailers to major international banks

- Advised internally and externally on new technologies, industry trends, and market opportunities
- Requirements definition, sales support, solution design, and running proofs of concept
- Technical lead for the Brainstorm Innovation lab, working with partners in a co-innovation environment to explore novel ideas and rapidly develop prototype solutions
- Defined requirements and future features for web and mobile products, demoed new capabilities, and ensured successful delivery; worked closely with all stakeholders to define product solutions
- Mainly working on interactive and location-based mobile solutions

TECHNOLOGY CONSULTANT   **MAR 2012 – AUG 2013**

- Writing on technology-led innovation in non-technology businesses
- Advised on online service delivery, social marketing, and reputation management

MANAGEMENT CONSULTANT & TECHNICAL PM   **AP BENSON**   **MAR 2010 – MAR 2012**

Consultant at a small management consultancy firm in west London, helping start-ups and fast-growing SMEs transform their systems, products, and business processes.

- Advised directors of a wide range of companies – from a 2-person professional services firm, to one of the most rapidly growing manufacturing firms of the last few years
- Developed product and technology strategies for a diverse range of clients
- Advised on online marketing, reputation management, and product development processes
- Ran tendering & selection processes for implementing integrated business ICT systems

TECHNOLOGY CONSULTANT   **MAR 2009 – FEB 2010**

- Advised on online community development, social marketing, and website optimisation
- Prepared the business plan and marketing strategy for two start-ups – a web-based community/knowledge-management service, and a mobile & online privacy application

TELECOMS CONSULTANT & TECHNICAL BA   **CARTESIAN**   **JAN 2006 – FEB 2009**

After my MBA I joined a telecoms consultancy in central London as a business analyst on a range of projects for many of the UK's mobile and broadband operators. I worked closely with clients and development teams to ensure clear communication between all stakeholders, and to define & deliver effective solutions.

- Worked with a diverse range of stakeholders to capture and analyse business requirements for complex systems
- Wrote requirements specifications, user stories, and design documents; designed end-user training courses; defined acceptance criteria
- Audited call data to determine compliance with regulatory requirements; developed profiles and models to detect and identify billing errors and potential fraud
- Reverse engineered a malfunctioning, undocumented, bespoke third party application to identify the problem, determine its impact, and document how the application worked

MBA   IMPERIAL COLLEGE LONDON   OCT 2004 – SEP 2005
Detailed below under "Education"

SYSADMIN & SERVICE DELIVERY MANAGER   NORTEL NETWORKS   JAN 1998 – DEC 2004
As sysadmin and, later, service delivery manager for Nortel's largest (~200 developers) UK R&D project I was responsible for relations between IS and R&D, ensuring business and technical requirements were met.
- Technical work on Unix/Windows inter-working projects
- Unix, configuration management, web server security and administration
- Improved software build success rate & reduced build time by rewriting build scripts and makefiles

OTHER WORK
Designed, built & managed online communities and complex web sites; arranged parties for 1000+ people; managed bars; written and delivered training courses.

TECHNICAL EXPERTISE

Various flavours of Unix & Linux; software release management; a little Perl, PHP, Java, SQL and db administration (Oracle, Postgres, MySQL); ERP, PSA and other enterprise ICT; analytics (bespoke and Google); a little mucking about with iBeacons.

STANDARDS & METHODOLOGIES

I've worked on projects using a broad range of standards & methodologies, and have been familiar with:
- PRINCE2, PMP (PMBOK), and ITIL for project management, service delivery and governance
- Agile, scrum, Rational, and related software development methodologies
- ISO 9001 (quality), ISO 14001 (environmental), & ISO 27001/BS 7799 (security) standards

I've written and delivered courses for small businesses on how to implement project management best practices without the overheads of comprehensive, formal methodologies and standards.

EDUCATION

Executive Diploma in Digital Business Leadership (ADBL, 2015), Distinction
Part of their first public cohort, named one of their "Three to watch" at the end of the course

MBA (Imperial College, London, 2005)
- Electives in strategy, innovation management, and new venture creation
- Interim project on technology transfer & the commercialization of research
- Final theses on innovation in biotechnology & on supporting biotech start-ups

GMAT (June 2003), 770, 99th percentile, 6.0/6.0 written

BSc Astrophysics (University College London, 1997)

4 A Levels, 1 AS Level, 9 GCSEs (Queen Elizabeth's Grammar School, Horncastle, 1988-93)

Basic German (resident for 3 years)

Various creative & design courses (Central St Martin's & London College of Fashion, ongoing)
Evening & weekend classes both for personal interest and to enhance my creative "right brain" thinking.
Mainly on fashion design, but also trendspotting, art curation, publishing, and graphic design.

Computer & communications law (University of London external programme (UCL/QMW), 2007 – 2011)
Masters-level courses on intellectual property and computer & communications law by distance learning.

Research project in information systems (University of London external programme (LSE), 2015 – ongoing)
Undertaking a research project on software product management by distance learning.

MISCELLANEOUS INTERESTS

Fashion design; writing; pub quizzes; public understanding of new technology